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UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SECOND SEMESTER, 2013/2014

EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: **MASS MEDIA MANAGEMENT**

COURSE CODE: **JMC 405**

TIME ALLOWED: **TWO (2) HOURS**

- INSTRUCTIONS:
1. Answer **THREE (3)** questions.
 2. Number 1 is **COMPULSORY**
 3. Write **legibly**, that is, **boldly** and **clearly**.
 4. Evince the principles of **composition** and **grammar**.

**THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION HAS BEEN GRANTED
BY THE INVIGILATOR.**

JMC 405: Mass Media Management

Question 1 is COMPULSORY; it carries 50 marks.

The other questions carry 25 marks each.

1. A vital tool of management, generally, is *policy*, which must be used to realise the *vision* and *mission* of any entity, including mass media organisations.
 - (i) **Classify** and **discuss** “policy,” with regard to mass media management, generally.
 - (ii) For a mass media organisation that you have been entrusted with its management, *conceive* its **Vision** and *formulate* its **Mission**. State them in very clear and precise terms.
 - (iii) Assume that you are managing a newspaper/magazine publishing firm or a radio/television station: **Formulate** its **News OR Programming Policy** and **state** its vital components.
2. “The **objects** of mass media management are myriad, although they are usually collapsed into a few main items.” **Explain** this observation, clearly and concretely.
3. **Identify** and **discuss** the crucial, intrinsic factors that constitute the dynamics of mass media management at the national level.
4. “As systems, mass media organisations have various subsystems, which are invariably the primary and secondary operations that are managed in organisations.” **Analyse** the subsystems or operations of a **specific** mass media organisation.
5. **Discern** and **examine** this assertion with regard to mass media management: “We cannot manage any entity without understanding the functions of management and the nature of that entity.”
6. “Mass media management at the global level is not only peculiar, but also problematic, as may be corroborated by the NWICO experience.” **Expose** NWICO and **state** why mass media management at the global level is peculiar.